

Proposed General Plan Update Goals, Policies, and Implementation Actions



Zero Waste

Overall Goal

The ultimate goal of zero waste is to contribute to achieving a greener community. To achieve San José's Zero Waste Strategy the City will maximize diversion from landfills and reduce generation of waste; provide environmental leadership and quality waste management service delivery; and ensure that the City's zero waste programs are fiscally sustainable.

Waste Diversion

Goal ZW-1 Divert 100% of waste from landfills by 2022 and maintain 100% diversion through 2040.

ZW-1 Waste Diversion Policies

Policy ZW-1.1 Encourage use of reusable products.

Policy ZW-1.2 Assess the opportunities for implementing material bans at landfills.

Policy ZW-1.3 Evaluate recycling collection strategies to improve marketability of cleaner materials.

Policy ZW-1.4 Increase program participation and reduce disposal of recyclable materials through intensive outreach, incentives, enforcement or mandates.

Policy ZW-1.5 Maximize recycling and composting from all residents, businesses, and institutions in the City.

ZW-1 Waste Diversion Actions

Action ZW-1.7 Develop an ordinance to target reduction of single-use carryout bags and non-recyclable/non-compostable take-out food packaging.

Action ZW-1.8 Enhance the construction and demolition debris recycling program to increase diversion from the building sector.

Action ZW-1.9 Revise landscaping specifications to align with state recommended guidelines that incorporate Integrated Pest Management and to support use of mulch and compost.

Waste Reduction

Goal ZW-2 Reduce generation of solid and hazardous waste.

ZW-2 Waste Reduction Policies

- Policy ZW-2.1 Support programs and incentives to reduce the manufacture and use of materials that are non-recyclable or hazardous to people and the environment.
- Policy ZW-2.2 Implement mixed-waste recycling of garbage and recycling processing residue to ensure that all recyclable and compostable materials are diverted from landfills.
- Policy ZW-2.3 Encourage the use of locally extracted, manufactured or recycled and reused materials including construction materials and compost.
- Policy ZW-2.4 Improve “downstream” reuse and recycling of end-of-life products and materials to ensure their highest and best use.
- Policy ZW-2.5 Reduce the amount of waste disposed in landfills through waste prevention, reuse, and recycling of materials at venues, facilities, and special events.
- Policy ZW-2.6 Promote the development of energy conversion technologies for converting residual wastes into energy.
- Policy ZW-2.7 Support adoption of new technologies, including collection, sorting, and processing, that can maximize waste stream materials recovery.
- Policy ZW-2.8 Maximize reuse, recycling, and composting citywide.
- Policy ZW-2.9 Collaborate and partner with other local organizations to determine effective methods to reuse or recover potentially toxic or hard-to-recycle materials.
- Policy ZW-2.10 Expand programs and facilities that accept hazardous and hard to recycle materials.
- Policy ZW-2.11 Advocate at the State level for higher disposal fees for products that are designed for single use and for products that do not incorporate any post-consumer recycled content.

Environmental Leadership and Innovation

- Goal ZW-3** Establish San José as a nationally recognized leader in reducing the amount of materials entering the solid waste stream.

ZW-3 Environmental Leadership and Innovation Policies

- Policy ZW-3.1 Support zero waste legislation locally, regionally, and statewide.

- Policy ZW-3.2 Collaborate with providers of solid waste collection, disposal and recycling services to ensure a level of service that promotes a clean environment.
- Policy ZW-3.3 Continue to support the development of green jobs through investment in zero waste programs and infrastructure.
- Policy ZW-3.4 Support the development of technologies that harness and use biogas resources from landfills and diverted organics.
- Policy ZW-3.5 Evaluate local ordinances or enforcement actions that would result in improved methane control and capture at landfills in order to reduce greenhouse gas emissions and provide an additional fuel source in the near-term.
- Policy ZW-3.6 Explore opportunities and methods to harvest buried resources from existing landfills.
- Policy ZW-3.7 Promote City operations that serve as a model for achieving zero waste.
- Policy ZW-3.8 Engage stakeholders to build consensus on zero waste programs and mandates.

ZW-3 Environmental Leadership and Innovation Actions

- Action ZW-3.9 Adopt and implement programs that reduce the amount of materials entering the waste stream.
- Action ZW-3.10 Maintain and periodically update the Zero Waste Strategic Plan to establish criteria and strategies for achieving zero waste including reducing greenhouse gas emissions.
- Action ZW-3.11 Develop an incentives program to grow local markets for recyclable and reusable materials, including items such as paper, compost, and construction materials.
- Action ZW-3.12 Work with stakeholders to establish additional landfill gas-to-energy systems and waste heat recovery by 2012 and prepare an ordinance requiring such action by 2022 for Council consideration.
- Action ZW-3.13 Develop a schedule to discontinue the use of disposable, toxic or non-renewable products as outlined in the Urban Environmental Accords. City use of at least one such item shall be discontinued each year throughout the planning period. In the near-term, staff will monitor the regulation of single-use carryout bags (if approved by Council) to ensure that their use in the City is reduced by at least 50%, or shall propose enhanced regulation or an alternate product. In the mid-term, staff will evaluate all such products for regulation or for use in energy recovery processes and shall recommend

such regulations as are necessary to eliminate landfilling such products in the long-term (2022-2040).

- Action ZW-3.14 Provide on-going education about the environmental benefits of reducing wasteful consumption and promotes the avoidance of products with excessive packaging, recycling, purchase of refills, separation of food and yard waste for composting, and using rechargeable batteries.
- Action ZW-3.15 Develop education and promotion programs to increase recycling by occupants of multi-family buildings.

Environmental Stewardship

- Goal ZW-4** Establish San José as a model for local, regional, and statewide responsible management of resources.

ZW-4 Environmental Stewardship Policies

- Policy ZW-4.1 Incorporate Environmentally Preferable Procurement Policies (EP3) and Extended Producer Responsibility (EPR) principles and practices into the City operations and at City-sponsored events.
- Policy ZW-4.2 Encourage businesses in San Jose to adopt EP3 and EPR principles and practices and recognize San José businesses that showcase exemplary EP3 and EPR practices.
- Policy ZW-4.3 Encourage businesses to adopt “upstream” redesign strategies to reduce the volume and toxicity of discarded products and materials while promoting less wasteful lifestyles.
- Policy ZW-4.4 Collaborate with neighboring jurisdictions in the near-term to evaluate and consider regional landfill bans, particularly for organic materials such as food waste and yard trimmings that contribute to methane generation in landfills.
- Policy ZW-4.5 Participate as a model city in development of the California Integrated Waste Management Board (CIWMB) Organics Roadmap to minimize green waste disposed of in the landfill, such as compost market development, compost specification and use requirements.
- Policy ZW-4.6 Participate in the development of climate change and carbon offset protocols, plans and regulations being developed by State and other agencies, such as the California Air Resources Board and CCAR, to ensure that recycling, composting and anaerobic digestion are appropriately measured for their climate change impacts.

Policy ZW-4.7 Manage wastes locally to the greatest extent feasible to minimize the export of wastes and pollution to other communities.

ZW-4 Environmental Stewardship Action

Action ZW-4.8 Prepare an ordinance for Council consideration by 2012 that would enact regional landfill bans during the near- and mid-terms for organic material such as food waste and yard trimmings that contribute to methane generation in landfills.

Service Delivery

Goal ZW-5 Operate a municipal solid waste management system that maximizes efficiencies in service delivery while protecting the environment, public health, and safety.

ZW-5 Service Delivery Policies

Policy ZW-5.1 Periodically review the industrial land supply within the City's Urban Service Area to accommodate anticipated zero waste facility needs.

Policy ZW-5.2 Collaborate with existing planning processes such as the Plant Master Plan to preserve existing industrial land and identify appropriate locations for waste management infrastructure and energy conversion facilities.

Policy ZW-5.3 Consider General Plan and zoning changes to facilitate relocation and establishment of materials recovery and waste-to-energy industries.

Policy ZW-5.4 Evaluate new collection and processing options, including co-collecting yard trimmings and food scraps for anaerobic digestion at the Water Pollution Control Plant.

Policy ZW-5.5 Collaborate with outside agencies and the solid waste management industry to develop innovative processing methods for waste processing residue.

Policy ZW-5.6 Provide convenient locations for collection of household hazardous wastes and bulk wastes.

Policy ZW-5.8 Improve customer convenience with a broad range of collection programs and service options.

Policy ZW-5.9 Continue to improve customer service and call center responsiveness.

Policy ZW-5.10 Target control of litter and illegal dumping.

Policy ZW-5.11 Provide incentives to participate in, and maximize the effectiveness of, program initiatives.

Policy ZW-5.12 Strive to ensure that program initiatives are convenient, accessible and appropriate.

Policy ZW-5.13 Strive to ensure equity for all Recycle Plus customers.

ZW-5 Service Delivery Actions

Action ZW-5.14 Adopt standards that require new development to provide designated areas for garbage and recycling collection.

Action ZW-5.15 Adopt standards that ensure adequate access for solid waste collection vehicles, including: vertical clearances, vehicle turn radiuses, appropriate street widths and curb lengths for container set-outs, and street inclines.

Action ZW-5.16 Design and construct a centralized facility within the City offering household hazardous waste collections, building materials re-use, and sustainability education and training.

Fiscal Sustainability

Goal ZW-6 Maintain a sound financial model that would sustain the City's Zero Waste programs and enable long-term delivery of quality solid waste management services to the community.

ZW-6 Fiscal Sustainability Policies

Policy ZW-6.1 Evaluate and address potential impacts of program initiatives on system fees (hauling, tipping, and franchise).

Policy ZW-6.2 Explore alternative revenue streams such as implementing Solid Waste Development Impact Fees, Street Sweeping Fees, or Extended Producer Responsibility Fees.

Policy ZW-6.3 Examine the remaining capacity at local landfills to assess future alternatives to the Disposal Facility Tax.

Policy ZW-6.4 Continue to support a statewide landfill surcharge to fund local programs and facilities.

Policy ZW-6.5 Achieve 100% cost-recovery in commercial, residential, and construction and demolition programs.

Policy ZW-6.6 Minimize impact on customer rates while providing rate equity to all customers.

- Policy ZW-6.7 Consider environmental and social costs in all decision-making and budget decisions
- Policy ZW-6.8 Continue to collaborate with other jurisdictions to increase recycling market development program funding at the State level.
- Policy ZW-6.9 Support legislation to adopt a statewide landfill surcharge with an exemption for locally enacted landfill fees or other statewide solution for low cost regional landfill issue.

ZW-6 Fiscal Sustainability Action

- Action ZW-6.10 Develop long-term alternative fee-based options to address the impact of waste diversion activities on the General Fund and Integrated Waste Management Fund.